

HOET

Heart of England Training Ltd



Football Education Academies



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Welcome

Heart of England Training (HOET) is a private training provider established in 1971. We run four Hair & Beauty Colleges across, Birmingham, Coventry, Leicester and Rugby as well as four Football Training Academies across Daventry, Birmingham, Leicester and Warwick.

We offer full-time and part-time courses at our Academies and deliver apprenticeship training nationally across a range of sectors including Businesses, Salons and Schools,

Functional skills and GCSEs, as well as a range of technical certificates, are also included in our wide range of training programmes. We are proud of our comprehensive training programme for a wide range of commercial courses including CAVA (assessors and internal verifier qualifications) and related teaching/training qualifications.

Our Values

Our mission statement is *to deliver outstanding training and support throughout all our sectors*. As an organisation, we share and embrace a common set of values across everything we do:

- **C**ontinually strive for excellence
- **A**ct with integrity and be respectful at all times
- **R**esponsive and flexible to learner and employer needs
- **E**ncourage and support high aspirations

British Values

Heart of England Training advocates, promotes and teaches the core British Values because the Government believes that doing so will make people more resilient towards attempts to radicalise them and support them with life in modern Britain.

- **Democracy:** Learners need to show respect for democracy and support participation in democratic processes
- **The rule of law:** Learners should appreciate that living under the rule of law protects individual citizens and is essential for their wellbeing and safety
- **Individual liberty:** Enables learners to develop their self-knowledge, self-esteem and self-confidence
- **Mutual respect and tolerance:** Learners must show mutual respect and tolerance to those with different beliefs



Our Locations

Romulus FC, Lindridge Road,
Birmingham, B75 7HU



Townsend Meadow,
Hampton Rd, Warwick, CV34 6JP

Daventry Sports Park, Browns
Lane, NN11 4NS



Quorn FC, Farley Way, Quorn,
LE12 8RB



Romulus FC Academy

Our full-time Football Education programme is delivered in association with **Romulus FC Academy**. The story of Romulus Football Club began in 1979 and the Academy was founded in 2014, with the mission of continuing the tradition of producing top class young people and players. Romulus FC has a rich history of producing entertaining football and getting players into full-time professional clubs.

Why choose Romulus FC Academy?



- All coaches are UEFA or FA Licensed
- We offering a welcoming environment to players with a variety of abilities
- Two grass pitches to hold training sessions and matches
- On-site gym to aid in fitness testing and coaching
- Opportunities to play in the National Alliance League, the highest youth level outside of professional football
- Opportunities to play in the FA Youth cup
- The chance to train at top-class facilities including home of England's Three Lions, St Georges Park

"I think people should study the football education programme because it gives more people an understanding from a coach's perspective and gives you the responsibility of putting on your own sessions."

Racing Club Warwick FC Academy



Our full-time Football Education Programme is delivered in association with, **Racing Club Warwick FC Academy**. This site offers excellent facilities for matches, training and classroom education.

Why choose Racing Club Warwick FC Academy?

- Train like a pro with our FA Licensed expert coaches
- You will play in the National Alliance League, the highest youth level outside of professional football as well as the FA Youth Cup
- Opportunities to train at top-class facilities including home of England's Three Lions, St George's Park
- Play and train on a 4G pitch
- Racing Club Warwick FC uses VEO analysis to track individual and team performances enabling you to look back on all the highlights from training sessions and matches
- Media for all home matches and training session are covered in details by On The Ball Media to give all scholars the best media coverage with all photos shared to students to use on their own social media platforms

Quorn FC Academy

Our full-time Football education programme is delivered in association with **Quorn FC Academy**. The club was founded in 1924 and with the academy becoming a new move for them for 2022. The club has a focus on "developing the person and the player".

Why choose Quorn FC Academy?

- Train full-time like a pro with our UEFA B Licensed expert coaches
- Play and train on a 4G pitch
- You will play in the National Alliance League, the highest youth level outside of professional football as well as the FA Youth Cup and in fixtures against Pro Academies.
- Quorn FC uses VEO analysis to track individual and team performances enabling you to look back on all the highlights from training sessions and matches.
- Opportunities to train at top-class facilities including home of England's Three Lions, St George's Park.



What I love the most about the course, the academy and the staff is the environment. Everyone that is coming in that building is trying to teach you how to become a better version of yourself and there are all the facilities to do that"

Pro:Direct Northampton Academy



Our full-time Football education programme is delivered in association with **Pro:Direct Academy**. Represent Pro:Direct Academy in exclusive Nike kit and even get the opportunity to earn professional trials, whilst studying alongside your football to achieve your qualifications.

Why choose Pro:Direct Northampton Academy?

- Train full-time like a pro with our UEFA A Licensed expert coaches and compete in showcase games against professional clubs.
- Play and train on a 4G pitch
- Minibus transport is also available and will pick up/drop off at the nearest train station
- Pro:Direct Academy uses VEO analysis to track individual and team performances enabling you to look back on all the highlights from training sessions and matches
- Pro:Direct have select 11, where a squad of players are selected from across all of the Pro:Direct centres in the UK to represent Pro:Direct academy in elite showcase games against some of the top European academies including Chelsea, Arsenal and Tottenham
- Opportunities to train at top-class facilities including home of England's Three Lions, St George's Park



Football Education Programmes



BTEC Level 3 National Extended Diploma in Sports Coaching & Development

This qualification is intended for learners wanting to progress directly to self-employment in the coaching and development sector as a coach and is the equivalent to 3 A-Levels with a route to university. The breadth of optional content in this qualification allows learners to widen their opportunities to progress to a number of different higher education courses.

The 2-year course with Heart of England Training will be delivered alongside a fully immersive football programme, in which coaching, training sessions and matches blend and interweave with the individual elements of the NVQ qualification.

Our full time education programmes include a minimum of 6 hours UEFA or FA coaching at top class facilities focusing on team development, strength & conditioning and recovery sessions and two matches per week, as well as support with Maths and English if required. Fixtures will include games against professional clubs as well as matches in the National League Youth Alliance, FA Youth Cup. There will also be opportunities to train at the England National teams St. George's Park.

Course content for Sports Coaching & Development

This course includes 7 mandatory units:

- Career in the sport and active leisure industry
- Health, wellbeing and sport
- Developing coaching skills
- Applied coaching skills
- Research project in sport
- Sport development
- Self-employment in sport and physical activity

5 Additional Units:

- Anatomy and physiology in sport
- Fitness testing
- Rules, regulations and officiating in sport
- Technical and tactical skills in sport
- Practical sports application

Entry Requirements

You will be required to hold grade 4/C or above in English and Maths at GCSE. Applicants with relevant Level 2 qualifications will be considered at the discretion of the Academy. You must be able to communicate effectively in both written and spoken English.

On-Programme Training

You will compile an online portfolio, in which you will complete assignments/theory work and monitor progress as you complete each of the units in the qualification. Your education will comprise a blend of technical, tactical and theory sessions, work experience, workshops and guest speakers.

Progression & Pathways

Completion of this BTEC qualification could lead to a paid apprenticeship or full-time employment within coaching or sports development. An alternative route would be to progress to a university degree. Another route following this qualification would be to sign-on with semi-professional and professional football clubs.

Available at all 4 sites

Coaching Pathway

1st4Sport NVQ Level 2 Certificate in Activity Leadership

1st4Sport NVQ Level 2 Certificate in Coaching

Our Coaching Pathway qualification is a combination of the 1st4sport NVQ Level 2 Certificate in Activity Leadership and the 1st4sport NVQ Level 2 Certificate in Coaching. The Coaching Pathway provides the skills and knowledge to be able to plan, deliver and evaluate linked and progressive coaching sessions with the potential to seek employment in a coaching role.

The 12-month course with Heart of England Training will be delivered alongside a fully immersive football programme, in which coaching, training sessions and matches blend and interweave with the individual elements of the NVQ qualification.

Our full time education programmes include a minimum of 6 hours UEFA or FA coaching at top class facilities focusing on team development, strength & conditioning and recovery sessions and two matches per week, as well as support with Maths and English if required.

Fixtures will include games against professional clubs as well as matches in the National League Youth Alliance, FA Youth Cup. There will also be opportunities to train at the England National teams St. George's Park.

Course content for Coaching Pathway

- Support the work of your team and organisation
- Prepare, lead, conclude and review activity sessions
- Promote health, safety and welfare inactive leisure and recreation
- Support equality and diversity in active leisure and recreation
- Set-up, take down and store activity equipment
- Understand the roles and responsibilities of the coach
- Duty of care, rules and regulations, nutrition and hydrations
- Coaching styles and participant development
- Inclusive and sage coaching practice

Entry Requirements **On-Programme Training**

You do not need to have any previous qualifications in the field of sport or coaching to join this course. We will support candidates with Maths and English (GCSE or Functional Skills) if they have not already achieved the minimum requirement

You will compile an online portfolio, in which you will complete assignments/theory work and monitor progress as you complete each of the units in the qualification. Your education will include a blend of technical, tactical and theory sessions, work experience, workshops and guest speakers.

Progression & Pathways

This course provides an excellent platform for progression onto a BTEC programme, for example our BTEC Level 3 Extended Diploma in Sports Coaching and Development. Completion of this qualification can help you work towards becoming a Teaching Assistant. You could progress directly into a school with this qualification or pursue sports coaching career pathways

Available at Birmingham

Level 3 NVQ Diploma in Supporting the Delivery of PE & School Sport

This qualification has been developed in partnership with the Association for Physical Education (afPE) and with the support of Compass: the association of sports and activity providers. It is a competence-based qualification that confirms occupation competency for operating in a school sport setting and provides an introduction to further opportunities to work within physical education and school sport as a:

- Teaching Assistant
- Sports development officer
- Sports coach, volunteer or leader

This qualification is perfect for you if you aspire to work in a PE and school setting as it is designed to provide an understanding of study programmes for PE, the national curriculum and the school environment.

The 12-month course with Heart of England Training will be delivered alongside a fully immersive football programme, in which coaching, training session and matches blend and interweave with the individual elements of the NVQ qualification.

Course content for Supporting the Delivery of PE & School Sport

This course includes 12 mandatory units varying from communication and professional relationships with children, young people and adults, planning a Physical Education and School Sport Programme to preparing for the mentoring role.

You will be delivering activities in a real school sport environment through weekly sessions at a local partnership school.

Entry Requirements

You will be required to hold grade 4/C or above in English and Maths at GCSE. Applicants with relevant Level 2 qualifications will be considered at the discretion of the Academy. You must be able to communicate effectively in both written and spoken English.

On-Programme Training

You will compile an online portfolio, in which you will complete assignments/theory work and monitor progress as you complete each of the units in the qualification. Your education will comprise a blend of technical, tactical and theory sessions, work experience, workshops and guest speakers.

Progression & Pathways

This course provides an excellent platform for progression onto a BTEC programme, for example our BTEC Level 3 Extended Diploma in Sports Coaching and Development as well as a full-time route into schools.

Available at Birmingham



Information for Parents & Carers

Information, Advice & Guidance

The staff at Heart of England Training are not just here to train you but to advise and guide you throughout your programme as well as supporting you to progress. The company holds the Matrix standard; this is a unique standard that allows organisations to assess and measure their advice and support services which ultimately supports individuals in their choice of career, learning, work and life goals.



Feedback & Support

For learners on our full-time courses at our Academies, we hold termly Parent & Carer Consultations, giving you the opportunity to discuss progress and achievement with the education staff. Using **OneFile**, we are able to provide live progress reports and updates.

We have designated staff to support with additional learner requirements, ranging from extra Maths and English tuition to social and behavioural support.

Financial Support

Travel bursaries are awarded on an individual basis and are based on household income. A train or bus pass will be purchased and issued on a monthly or termly basis.

There are also food and kit bursaries available on an individual basis.

To find out more information regarding financial support contact **info@hoet.co.uk**.

Maths and English

For anyone who has not received the minimum requirement for Maths and English we will support you in achieving this with the opportunity to take exams in November and June if needed. GCSE workshops will be delivered by our team of specialist tutors who will provide on going support throughout your course. If you are a little further away from GCSEs, you will be able to continue to work towards Functional Skills in Maths & English.

Safeguarding & Wellbeing

Heart of England Training places the highest importance on safeguarding, and the safety and wellbeing of its learners, apprentices and staff.

What is Safeguarding?

'**Safeguarding** looks at keeping children, young people and vulnerable adults safe from a wide range of potential harm and delivers preventative action, not just reaction'

What is Prevent?

'**Prevent** is part of the UK's counter terrorism strategy, preventing people from becoming involved in terrorism'

If you have any concerns regarding your own safety or the safety of others you can speak directly to any member of our staff or to our senior Designated Safeguarding Leads (DSLs) – Jan Gibson or Matthew Barry on 0800 0281576 or email safeguarding@hoet.co.uk

***Heart of England Training** is committed to the safeguarding of learners ensuring that you are kept free from harm and not exposed to any extremist ideologies. We expect our learners to commit to our policies to help and ensure a safe and happy learning experience.*

Health and Wellbeing

We offer access to counselling for learners and our advisory teams can support you with access to therapies for stress, depression and anxiety.

We offer regular workshops during your study time with us in the following subjects:

- Contraception and sexual health advice
- Smoking, drugs and alcohol guidance
- Healthy relationships
- Healthy eating
- Mindfulness

Support

Our website has a wide range of resources and contacts to help you at a local level. To find out more scan the QR code below.



Your Next Steps

Applying for a full-time course

Our Recruitment & Guidance teams will support you in choosing the most suitable course pathway and in undertaking any initial assessments that may be required. You will usually be invited to attend a taster or trial day prior to commencing the course.

Before applying for a full-time course, you may wish to attend a Taster Event or visit the Academy to meet the staff, see current learners in action and experience the facilities. All details of Taster Events are on our website, or you can email football@education@hoet.co.uk to book an appointment.

Progression options

After completing a full-time course, you can progress to the next step onto a BTEC programme, for example our BTEC Level 3 Extended Diploma in Sports Coaching & Development.

Upon completion of the BTEC course you may wish to move over to an apprenticeship and further your training whilst employed. Our Recruitment & Guidance teams will support you with work experience and exploring all of your progression options.

Our football education programmes prepare you for a career in Sports Coaching however other popular routes after completion of these courses include high education, teaching, training and semi-professional contracts.

Scholarships in the USA college system are becoming a more popular exit route for learners wanting to progress to a higher education whilst continuing to play competitive football. We work with Soccer Assist who are an award-winning scholarship agency that helps talented student-athletes secure scholarships in the USA.

Soccer Assist help hundreds of students every year go to college in America by securing them a discount on their fees. In return these students will represent their college soccer team where they get to travel up and down the country playing competitively whilst studying towards a Bachelors degree in their field of study. You can find out more information on soccer assist here – www.soccer-assist.co.uk



SOCCER ASSIST



Get in touch

Speak today with our Recruitment & Guidance teams and begin taking the next steps in your learning journey with **Heart of England Training**.

Call: 0800 028 1576

Visit: www.hoet.co.uk

Email: footballeducation@hoet.co.uk

To view full details on our
Football Education courses, or if you
want to join one of our programmes,
scan the QR code below to
view our website.



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